

Rep Order#	6837944	Ver#	3	Status	Revised
EC'd	Yes				

Traffic Order# 195680

Printed: 08/02/2012 10:25 AM  
Last Received: 08/02/2012 8:23 AM  
Showing Buylines: All Rep Revised Lines

1 of 6

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) WILSON FOR NM SENAT  
Product Order  
Estimate# C16C22  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E WLSN/ORDR/C16C22  
Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

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--- REMARKS ---

REV TO ADD TO SKED  
ATTN ALL LINES  
ATTN NEW TTL  
PLEASE CNF  
THANKS

In	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*18		Sales Remark: V3 Added	10/16-10/19	1	\$120.00	:30	4	TU-F	12P-1P	4	\$30.00
*19		Sales Remark: V3 Added	10/22-10/22	1	\$30.00	:30	1	M	12P-1P	1	\$30.00
*20		Sales Remark: V3 Added	10/22-10/22	1	\$30.00	:30	1	M	1P-2P	1	\$30.00
*21		Sales Remark: V3 Added	10/16-10/19	1	\$120.00	:30	4	TU-F	1P-2P	4	\$30.00
*22		Sales Remark: V3 Added	10/16-10/19	1	\$120.00	:30	4	TU-F	2P-3P	4	\$30.00

Rep Order# 6837944    Ver# 3    Status Revised    Traffic Order# 195680    Printed: 08/02/2012 10:25 AM    2 of 6  
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Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*23		Sales Remark: V3 ADD TO SKED V3 Added	10/22-10/22	1	\$30.00	:30	1	M	2P-3P	1	\$30.00
*24		Sales Remark: V3 ADD TO SKED V3 Added	10/22-10/22	1	\$50.00	:30	1	M	3P-4P	1	\$50.00
*25		Sales Remark: V3 ADD TO SKED V3 Added	10/16-10/19	1	\$150.00	:30	3	TU-W,F	3P-4P	3	\$50.00
*26		Sales Remark: V3 ADD TO SKED V3 Added	10/21-10/21	1	\$75.00	:30	1	SU	8A-9A	1	\$75.00
*27		Sales Remark: V3 ADD TO SKED V3 Added	10/22-10/22	1	\$75.00	:30	1	M	1030P-11P	1	\$75.00
*28		Sales Remark: V3 ADD TO SKED V3 Added	10/16-10/19	1	\$225.00	:30	3	TU,TH-F	1030P-11P	3	\$75.00
*29		Sales Remark: V3 ADD TO SKED V3 Added	10/16-10/19	1	\$500.00	:30	4	TU-F	10P-1030P	4	\$125.00
*30		Sales Remark: V3 ADD TO SKED V3 Added	10/22-10/22	1	\$125.00	:30	1	M	10P-1030P	1	\$125.00
*31		Sales Remark: V3 ADD TO SKED V3 Added	10/22-10/22	1	\$150.00	:30	1	M	530P-6P	1	\$150.00

Rep Order# 6837944 Ver# 3 Status Revised

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3 of 6

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Product Order  
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Flight Dates 10/16/2012 - 10/22/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*32		Sales Remark: V3 ADD TO SKED V3 Added	10/16-10/19	1	\$600.00	:30	4	TU-F	530P-6P	4	\$150.00
*33		Sales Remark: V3 ADD TO SKED V3 Added	10/16-10/19	1	\$800.00	:30	4	TU-F	6P-630P	4	\$200.00
*34		Sales Remark: V3 ADD TO SKED V3 Added	10/22-10/22	1	\$200.00	:30	1	M	6P-630P	1	\$200.00
*35		Sales Remark: V3 ADD TO SKED V3 Added	10/22-10/22	1	\$200.00	:30	1	M	630P-7P	1	\$200.00
*36		Sales Remark: V3 ADD TO SKED V3 Added	10/16-10/19	1	\$800.00	:30	4	TU-F	630P-7P	4	\$200.00
*37		Sales Remark: V3 ADD TO SKED V3 Added	10/20-10/20	1	\$600.00	:30	3	SA	6P-9P	3	\$200.00
*38		Sales Remark: V3 ADD TO SKED V3 Added	10/21-10/21	1	\$300.00	:30	1	SU	6P-7P	1	\$300.00
*39		Sales Remark: V3 ADD TO SKED V3 Added	10/21-10/21	1	\$350.00	:30	1	SU	10A-11A	1	\$350.00



Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) WILSON FOR NM SENAT  
 Product Order  
 Estimate# C16C22  
 Buyer Patricia Dome  
 Phone#  
 Fax#  
 Agency ( ) SMART MEDIA GROUP  
 814 KING STREET - SUITE 200  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E WLSN/ORDR/C16C22  
 Flight Dates 10/16/2012 - 10/22/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*49		Sales Remark: V3 ADD TO SKED V3 Added	10/17-10/17	1	\$1,300.00	:30	1	W	7P-9P	1	\$1,300.00
*50		Sales Remark: V3 ADD TO SKED V3 Added	10/18-10/18	1	\$1,300.00	:30	1	TH	7P-8P	1	\$1,300.00
*51		Sales Remark: V3 ADD TO SKED V3 Added	10/21-10/21	1	\$4,500.00	:30	3	SU	11A-2P	3	\$1,500.00

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---REPORT TOTALS---

Report Totals: 65 / \$20,300.00

---SALES MONTHLY TOTALS---

Oct 12: 82 / \$23,400.00  
 Sales Totals: 82 / \$23,400.00  
 Station Totals: 82 / \$23,400.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$334,286	CABL 0%	KASA 7%	KLUZ 0%	KOAT 35%
		KOB 26%	KRQE 32%	KASY 0%	KWBQ 0%

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12  
 Demos RA35+

EC'd Yes    Last Received: 08/02/2012 8:23 AM    Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) WILSON FOR NM SENAT  
Product Order  
Estimate# C16C22  
Buyer Patricia Dome  
Phone#  
Fax#

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Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
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Salesperson FAX# 215-568-1845

--- CREDIT RISK ---  
CASH IN ADVANCE

Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) WILSON FOR NM SENAT  
 Product Order  
 Estimate# C16C22  
 Buyer Patricia Dome  
 Phone#  
 Fax#  
 Agency ( ) SMART MEDIA GROUP  
 814 KING STREET - SUITE 200  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E WLSN/ORDR/C16C22  
 Flight Dates 10/16/2012 - 10/22/2012  
 Hiatus Weeks  
 Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

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Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1	Rating: 1.2	AFHV	10/16-10/16	1	\$50.00	:30	1	TU	4P-5P	1	\$50.00
2	Rating: 1.2	AFHV	10/17-10/17	1	\$50.00	:30	1	W	4P-5P	1	\$50.00
3	Rating: 1.2	AFHV	10/18-10/18	1	\$50.00	:30	1	TH	4P-5P	1	\$50.00
4	Rating: 1.2	AFHV	10/19-10/19	1	\$50.00	:30	1	F	4P-5P	1	\$50.00
5	Rating: 0.9	EXTRA	10/17-10/17	1	\$100.00	:30	1	W	5P-530P	1	\$100.00
6	Rating: 0.9	EXTRA	10/18-10/18	1	\$100.00	:30	1	TH	5P-530P	1	\$100.00
7	Rating: 0.9	EXTRA	10/19-10/19	1	\$100.00	:30	1	F	5P-530P	1	\$100.00
8	Rating: 0.9	EXTRA	10/22-10/22	1	\$100.00	:30	1	M	5P-530P	1	\$100.00
9	Rating: 5.4	NEWS9P	10/19-10/19	1	\$400.00	:30	1	F	9P-930P	1	\$400.00
10	Rating: 4.4	NEWS 930P	10/18-10/18	1	\$300.00	:30	1	TH	930P-10P	1	\$300.00

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 Flight Dates 10/16/2012 - 10/22/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
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 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
11		NEWS9P	10/20-10/20	1	\$275.00	:30	1	SA	9P-930P	1	\$275.00
	Rating: 4.1										
12		NEWS 930P	10/20-10/20	1	\$250.00	:30	1	SA	930P-10P	1	\$250.00
	Rating: 3.9										
13		NEWS9P	10/21-10/21	1	\$400.00	:30	1	SU	9P-930P	1	\$400.00
	Rating: 7.0										
14		NEWS 930P	10/21-10/21	1	\$275.00	:30	1	SU	930P-10P	1	\$275.00
	Rating: 4.8										
15		HOUSE	10/20-10/20	1	\$100.00	:30	1	SA	6P-7P	1	\$100.00
	Rating: 2.1										
16		TOUCH	10/19-10/19	1	\$250.00	:30	1	F	7P-8P	1	\$250.00
	Rating: 2.8										
17		FRINGE	10/19-10/19	1	\$250.00	:30	1	F	8P-9P	1	\$250.00
	Rating: 2.3										

---REPORT TOTALS---

Report Totals: 17 / \$3,100.00

---SALES MONTHLY TOTALS---

Oct 12: 17 / \$3,100.00  
 Sales Totals: 17 / \$3,100.00  
 Station Totals: 17 / \$3,100.00  
 Lines not sent/rcld/rtrn: 0 / \$0.00



Last Received: 08/01/2012 8:10 AM

Showing Buylines: All Lines

Station KASA-TV ALBUQUERQUE, NM.  
 Advertiser ( ) WILSON FOR NM SENAT  
 Product Order  
 Estimate# C16C22  
 Buyer Patricia Dome  
 Phone#  
 Fax#

Agency ( ) SMART MEDIA GROUP  
 814 KING STREET - SUITE 200  
 ALEXANDRIA, VA 22314  
 Agency C/P1/P2/E WLSN/ORDR/C16C22  
 Flight Dates 10/16/2012 - 10/22/2012  
 Hiatus Weeks

Rep Firm  
 Sales Office ( ) PHILADELPHIA  
 Salesperson ( ) AMY MCCREARY  
 Salesperson Phone# 215-568-6540  
 Salesperson FAX# 215-568-1845

---COMPETITIVE---

Market Totals \$44,286

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12  
 Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

CABL 0% KASA 7% KASY 0% KLUZ 0% KOAT 35%  
 KOB 26% KROE 32% KWBQ 0%

# Spot Manager: All, 10/16/12-10/22/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 1

Time Period: 4p-5p

195680 06837944 C16C22 10/16/12 :30 P5 4:45:03 PM Order \$50.00

\$50.00  
\$50.00

Line: 2

Time Period: 4p-5p

195680 06837944 C16C22 10/17/12 :30 P5 4:13:11 PM Order \$50.00

\$50.00  
\$50.00

Line: 3

Time Period: 4p-5p

195680 06837944 C16C22 10/18/12 :30 P5 4:29:22 PM Order \$50.00

\$50.00  
\$50.00

Line: 4

Time Period: 4p-5p

195680 06837944 C16C22 10/19/12 :30 P5 4:30:37 PM Order \$50.00

\$50.00  
\$50.00

Line: 5

Time Period: 5p-530p

195680 06837944 C16C22 10/17/12 :30 P5 5:07:03 PM Order \$100.00

\$100.00  
\$100.00

Line: 6

Time Period: 5p-530p

195680 06837944 C16C22 10/18/12 :30 P5 5:14:26 PM Order \$100.00

\$100.00  
\$100.00

Line: 7

Time Period: 5p-530p

195680 06837944 C16C22 10/19/12 :30 P5 5:22:39 PM Order \$100.00

\$100.00  
\$100.00

Line: 8

Time Period: 5p-530p

195680 06837944 C16C22 10/22/12 :30 P5 5:07:18 PM Order \$100.00

\$100.00  
\$100.00

Line: 9

Time Period: 9p-930p

195680 06837944 C16C22 10/19/12 :30 P5 9:27:30 PM Order \$400.00

\$400.00  
\$400.00

Line: 10

Time Period: 930p-10p

195680 06837944 C16C22 10/18/12 :30 P5 9:38:26 PM Order \$300.00

\$300.00  
\$300.00

Line: 11

Time Period: 9p-930p

195680 06837944 C16C22 10/20/12 :30 P5 9:27:00 PM Order \$275.00

\$275.00  
\$275.00

[Sorted by: Line]

# Spot Manager: All, 10/16/12-10/22/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 11

Time Period: 930p-10p

195680 06837944 C16C22 10/20/12 :30 P5 9:56:20 PM Order \$250.00

\$250.00

\$250.00

Line: 13

Time Period: 9p-930p

195680 06837944 C16C22 10/21/12 :30 P5 9:17:20 PM Order \$400.00

\$400.00

\$400.00

Line: 14

Time Period: 930p-10p

195680 06837944 C16C22 10/21/12 :30 P5 9:47:27 PM Order \$275.00

\$275.00

\$275.00

Line: 15

Time Period: 6p-7p

195680 06837944 C16C22 10/20/12 :30 P5 Order \$100.00

\$100.00

\$100.00

Line: 16

Time Period: 7p-8p

195680 06837944 C16C22 10/19/12 :30 P5 Order \$250.00

\$250.00

\$250.00

Line: 17

Time Period: 8p-9p

195680 06837944 C16C22 10/19/12 :30 P5 8:59:50 PM Order \$250.00

\$250.00

\$250.00

Line: 18

Time Period: 12p-1p

195680 06837944 C16C22 10/18/12 :30 P5 12:19:08 PM Order \$30.00

\$30.00

\$30.00

195680 06837944 C16C22 10/17/12 :30 P5 12:09:24 PM Order \$30.00

\$30.00

\$30.00

195680 06837944 C16C22 10/19/12 :30 P5 12:08:39 PM Order \$30.00

\$30.00

\$30.00

195680 06837944 C16C22 10/16/12 :30 P5 12:59:10 PM Order \$30.00

\$120.00

\$120.00

Line: 19

Time Period: 12p-1p

195680 06837944 C16C22 10/22/12 :30 P5 12:48:40 PM Order \$30.00

\$30.00

\$30.00

Line: 20

Time Period: 1p-2p

195680 06837944 C16C22 10/22/12 :30 P5 1:30:19 PM Order \$30.00

\$30.00

\$30.00

Line: 21

Time Period: 1p-2p

195680 06837944 C16C22 10/18/12 :30 P5 1:50:05 PM Order \$30.00

\$30.00

\$30.00

195680 06837944 C16C22 10/17/12 :30 P5 1:19:21 PM Order \$30.00

[Sorted by: Line]

# Spot Manager: All, 10/16/12-10/22/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 21

Time Period: 1p-2p

195680	06837944	C16C22	10/19/12	:30	P5	1:08:48 PM Order			\$30.00
195680	06837944	C16C22	10/16/12	:30	P5	1:31:19 PM Order			\$30.00

\$120.00									\$120.00
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Line: 22

Time Period: 2p-3p

195680	06837944	C16C22	10/18/12	:30	P5	2:59:25 PM Order			\$30.00
195680	06837944	C16C22	10/16/12	:30	P5	2:20:36 PM Order			\$30.00
195680	06837944	C16C22	10/17/12	:30	P5	2:39:38 PM Order			\$30.00
195680	06837944	C16C22	10/19/12	:30	P5	2:09:38 PM Order			\$30.00

\$120.00									\$120.00
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Line: 23

Time Period: 2p-3p

195680	06837944	C16C22	10/22/12	:30	P5	2:19:06 PM Order			\$30.00
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\$30.00									\$30.00
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Line: 24

Time Period: 3p-4p

195680	06837944	C16C22	10/22/12	:30	P5	3:09:09 PM Order			\$50.00
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\$50.00									\$50.00
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Line: 25

Time Period: 3p-4p

195680	06837944	C16C22	10/17/12	:30	P5	3:10:14 PM Order			\$50.00
195680	06837944	C16C22	10/19/12	:30	P5	3:20:08 PM Order			\$50.00
195680	06837944	C16C22	10/16/12	:30	P5	3:59:15 PM Order			\$50.00

\$150.00									\$150.00
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Line: 26

Time Period: 8a-9a

195680	06837944	C16C22	10/21/12	:30	P5	8:39:30 AM Order			\$75.00
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\$75.00									\$75.00
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Line: 27

Time Period: 10:30:00p-11:00:00p

195680	06837944	C16C22	10/22/12	:30	P5	10:44:11 PM Order			\$75.00
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\$75.00									\$75.00
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Line: 28

Time Period: 10:30:00p-11:00:00p

195680	06837944	C16C22	10/19/12	:30	P5	10:45:26 PM Order			\$75.00
195680	06837944	C16C22	10/18/12	:30	P5	10:52:09 PM Order			\$75.00
195680	06837944	C16C22	10/16/12	:30	P5	10:36:48 PM Order			\$75.00

\$225.00									\$225.00
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Line: 29

Time Period: 10:00:00p-10:30:00p

195680	06837944	C16C22	10/18/12	:30	P5	10:06:21 PM Order			\$125.00
195680	06837944	C16C22	10/16/12	:30	P5	10:06:51 PM Order			\$125.00
195680	06837944	C16C22	10/19/12	:30	P5	10:14:07 PM Order			\$125.00
195680	06837944	C16C22	10/17/12	:30	P5	10:23:48 PM Order			\$125.00

\$500.00									\$500.00
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[Sorted by: Line]

Spot Manager: All, 10/16/12-10/22/12 (08/08/12 1:46:09 PM)

# Spot Manager: All, 10/16/12-10/22/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 29

Line: 30

Time Period: 10:00:00p-10:30:00p

195680 06837944 C16C22 10/22/12 :30 P5 10:16:12 PM Order \$125.00

\$125.00

\$125.00

Line: 31

Time Period: 530p-6p

195680 06837944 C16C22 10/22/12 :30 P5 5:50:23 PM Order \$150.00

\$150.00

\$150.00

Line: 32

Time Period: 530p-6p

195680 06837944 C16C22 10/19/12 :30 P5 5:44:12 PM Order \$150.00

\$150.00

\$150.00

\$150.00

\$150.00

Line: 33

Time Period: 6p-630p

195680 06837944 C16C22 10/19/12 :30 P5 6:08:28 PM Order \$200.00

\$200.00

\$200.00

\$200.00

\$200.00

\$200.00

Line: 34

Time Period: 6p-630p

195680 06837944 C16C22 10/22/12 :30 P5 6:20:11 PM Order \$200.00

\$200.00

\$200.00

\$200.00

Line: 35

Time Period: 630p-7p

195680 06837944 C16C22 10/22/12 :30 P5 6:48:16 PM Order \$200.00

\$200.00

\$200.00

Line: 36

Time Period: 630p-7p

195680 06837944 C16C22 10/17/12 :30 P5 6:48:16 PM Order \$200.00

\$200.00

\$200.00

\$200.00

\$200.00

\$200.00

Line: 37

Time Period: College Football

195680 06837944 C16C22 10/20/12 :30 P5 8:29:05 PM Order \$200.00

\$200.00

\$200.00

\$200.00

\$600.00

Line: 38

Time Period: 6p-7p

195680 06837944 C16C22 10/20/12 :30 P5 7:56:30 PM Order \$200.00

\$200.00

\$200.00

\$600.00

[Sorted by: Line]

Spot Manager: All, 10/16/12-10/22/12 (08/08/12 1:46:09 PM)



# Spot Manager: All, 10/16/12-10/22/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 38

Time Period: 6p-7p

195680 06837944 C16C22 10/21/12 :30 P5 6:10:16 PM Order \$300.00

\$300.00

\$300.00

Line: 39

Time Period: (10:00:00 AM-11:00:00 AM)

195680 06837944 C16C22 10/21/12 :30 P5 10:18:23 AM Order \$350.00

\$350.00

\$350.00

Line: 40

Time Period: (5:30:00 PM-6:00:00 PM)

195680 06837944 C16C22 10/21/12 :30 P5 Order \$450.00

\$450.00

\$450.00

Line: 41

Time Period: 8p-9p

195680 06837944 C16C22 10/16/12 :30 P5 8:14:55 PM Order \$600.00

\$600.00

\$600.00

Line: 42

Time Period: MLB Championship

195680 06837944 C16C22 10/17/12 :30 P5 Order \$600.00

\$600.00

\$600.00

\$1,800.00

\$1,800.00

Line: 43

Time Period: 8p-9p

195680 06837944 C16C22 10/18/12 :30 P5 8:14:20 PM Order \$700.00

\$700.00

\$700.00

Line: 44

Time Period: 7p-8p

195680 06837944 C16C22 10/22/12 :30 P5 7:40:10 PM Order \$800.00

\$800.00

\$800.00

Line: 45

Time Period: 8p-9p

195680 06837944 C16C22 10/22/12 :30 P5 8:59:50 PM Order \$800.00

\$800.00

\$800.00

Line: 46

Time Period: 7p-8p

195680 06837944 C16C22 10/16/12 :30 P5 7:39:16 PM Order \$800.00

\$800.00

\$800.00

Line: 47

Time Period: 7p-8p

195680 06837944 C16C22 10/21/12 :30 P5 7:10:31 PM Order \$800.00

\$800.00

\$800.00

Line: 48

Time Period: 8p-9p

[Sorted by: Line]

# Spot Manager: All, 10/16/12-10/22/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
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Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 48

Time Period: 8p-9p

195680	06837944	C16C22	10/21/12	:30	P5	9:00:30 PM	Order	\$800.00
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\$800.00

\$800.00

Line: 49

Time Period: 7p-9p

195680	06837944	C16C22	10/17/12	:30	P5	8:30:00 PM	Order	\$1,300.00
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\$1,300.00

\$1,300.00

Line: 50

Time Period: 7p-8p

195680	06837944	C16C22	10/18/12	:30	P5	7:15:20 PM	Order	\$1,300.00
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\$1,300.00

\$1,300.00

Line: 51

Time Period: (11:00:00 AM-2:00:00 PM)

195680	06837944	C16C22	10/21/12	:30	P5	11:28:33 AM	Order	\$1,500.00
195680	06837944	C16C22	10/21/12	:30	P5	11:58:36 AM	Order	\$1,500.00
195680	06837944	C16C22	10/21/12	:30	P5	12:29:14 PM	Order	\$1,500.00

\$4,500.00

\$4,500.00

\$23,400.00

\$23,400.00

\$23,400.00

\$23,400.00

[Sorted by: Line]

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of the Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, Smart Media Group,

being/on behalf of: Heather Wilson,

a legally

qualified candidate of the Republican

political

party for the office of: US Senate

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:



# CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Heather Wilson  
 (name of federal candidate or authorized committee) hereby certify that the programming  
 to be broadcast (in whole or in part) pursuant to this agreement:

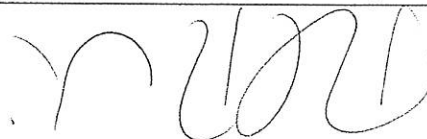
☒ **does** ☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the  
 programming that does refer to an opposing candidate:

(check applicable box)

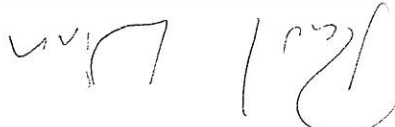
☐ the radio programming contains a personal audio statement by the candidate that  
 identifies the candidate, the office being sought, and that the candidate has  
 approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar  
 image of the candidate for a duration of at least four seconds, and a simultaneously  
 displayed printed statement identifying the candidate, that the candidate approved  
 the broadcast, and that the candidate and/or the candidate's authorized committee  
 paid for the broadcast.

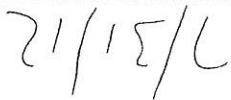


signature of candidate or authorized committee

printed name



date



For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

Date  
7/31/12

Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title